



IRAN

MEDIA LANDSCAPE

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Country Overview

IRAN HAS ONE OF THE LARGEST ECONOMIES IN THE MIDDLE EAST

Overview of Iran



CAPITAL
Tehran

REGION
Middle East

GDP PER CAPITA, PPP
\$12,913

GDP
\$258 billion

POPULATION
82,913,893

AREA
1,648,195 SQ.KM

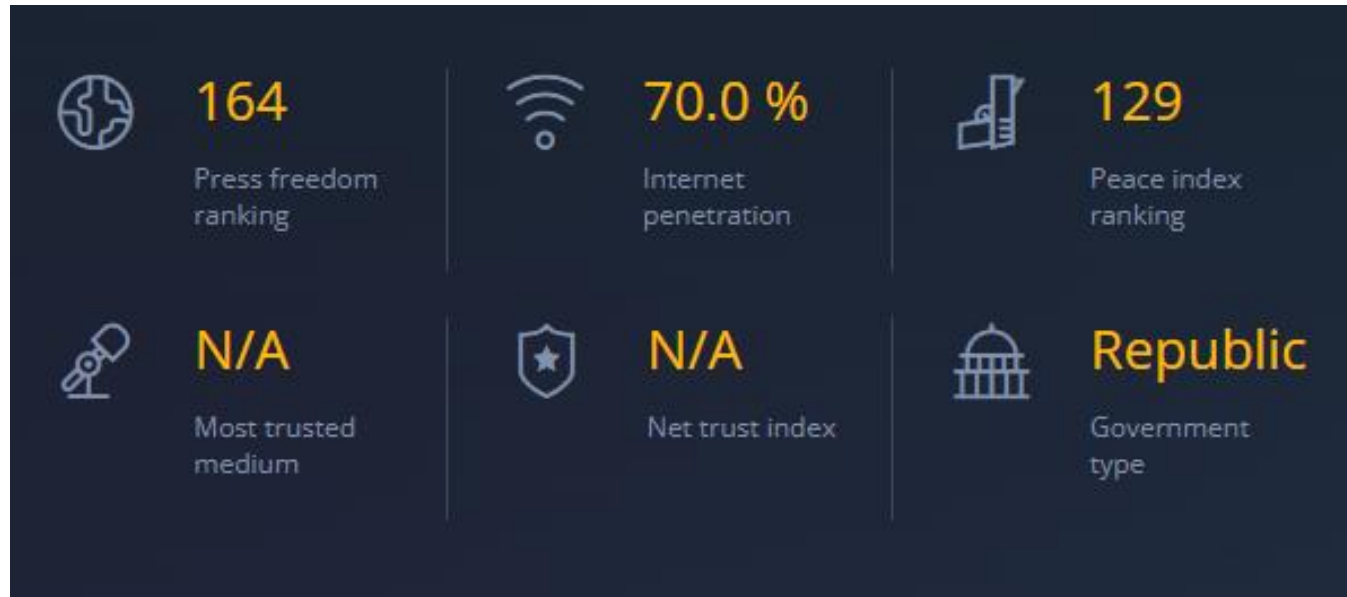
Iran can trace its history back 2,500 years to the time of the Achaemenids.

Iran is a theocratic republic with a supreme leader appointed for life by the Assembly of Experts and a president elected by popular vote.

Iran's economy relies primarily on oil and gas exports – the country holds about 10 percent of the world's oil reserves – but it also has significant agricultural, industrial and service sectors.

Media Consumption Overview

MEDIA IN IRAN ARE PRIVATELY AND PUBLICLY OWNED BUT IS SUBJECT TO CENSORSHIP



- The media, particularly the newspapers, have assumed a central role in the political life of the country.
- TV dominates the media landscape.
- The role of websites, blogs and social media has become central for the dissemination of news.

TV Consumption

TV IS DOMINATING THE TRADITIONAL MEDIA LANDSCAPE

Most consumed media outlets in Iran (2021)



- Iran International TV and Manoto TV, both based in London, are by far the most popular media outlets in Iran.
- GEM TV is one of the most popular satellite channels in Iran. It is based in Turkey.

TV Consumption

TOP TV CHANNELS

Iran International



Iran International is a Persian language television station headquartered in London, aimed at Iranian viewers, and broadcasting free-to-air by satellite. The channel has received media attention for its reporting on human rights violations, political developments, LGBTQ+ rights and women's rights in Iran.

BBC Persian



BBC Persian is the Persian language TV operated by the BBC which conveys the latest political, social, economical and sport news relevant to Iran, Afghanistan, and Tajikistan, and the world. Its headquarters are in London, United Kingdom.

Manoto



Manoto is an international free-to-air Persian language general entertainment channel launched in October 2010, owned by Marjan Television Network. It is based in London and its programs include documentaries, films, series, news and reports.

GEM TV



GEM TV is an Iranian group of entertainment satellite channels. Its headquarters is located in Istanbul, Turkey. This group also launched various channels in Arabic, Kurdish and Persian to expand its viewership. GEM's current programming consists of movies, documentaries and acquired programs.

Radio Consumption

STATE MONOPOLY OVER RADIO STATIONS

Top Radio Stations in Iran



IRIB World Service - Official international broadcasting radio network of Iran. The radio's schedule includes news and talk programs, political and religious commentaries, different series and features on special occasions.



BBC Persia - The BBC first started a Persian radio service during World War II on 29 December 1940. As of 2000, BBC Persian Service output was about 28 hours per week, with a mixture of news, education and entertainment programs.



Radio Farda - Iranian branch of the U.S. government-funded Radio Free Europe/Radio Liberty (RFE/RL) external broadcast service for providing "factual, objective and professional journalism" to its audiences. It broadcasts 24 hours a day in the Persian language from its headquarters in the district Hagibor of Prague, Czech Republic.



Radio Zamaneh – It is an Amsterdam-based Persian language radio station. The programs contain general news and bulletins, philosophical, social and cultural topics and issues, with special attention for free thought, critical thinking, arts and culture, women's rights, LGBT and minorities.

- The State has the monopoly of radio and television broadcasting. But foreign- and Iranian-owned stations broadcasting from abroad are followed by a very large audience inside the country.

Print Consumption

SIGNIFICANT NEWSPAPERS ARE ALMOST ONLY A DOZEN

Leading Newspapers in Iran



Hamshahri - A major national Iranian Persian-language newspaper. The newspaper is distributed within the limits of Tehran municipality.



Jam-e Jam - Jam-e Jam is a Persian language daily newspaper published in Iran. It is published by Islamic Republic of Iran Broadcasting (IRIB), with a conservative bent. The paper focuses on cultural and social news.



Kayhan - Kayhan is a newspaper published in Tehran, Iran. It is considered "the most conservative Iranian newspaper."

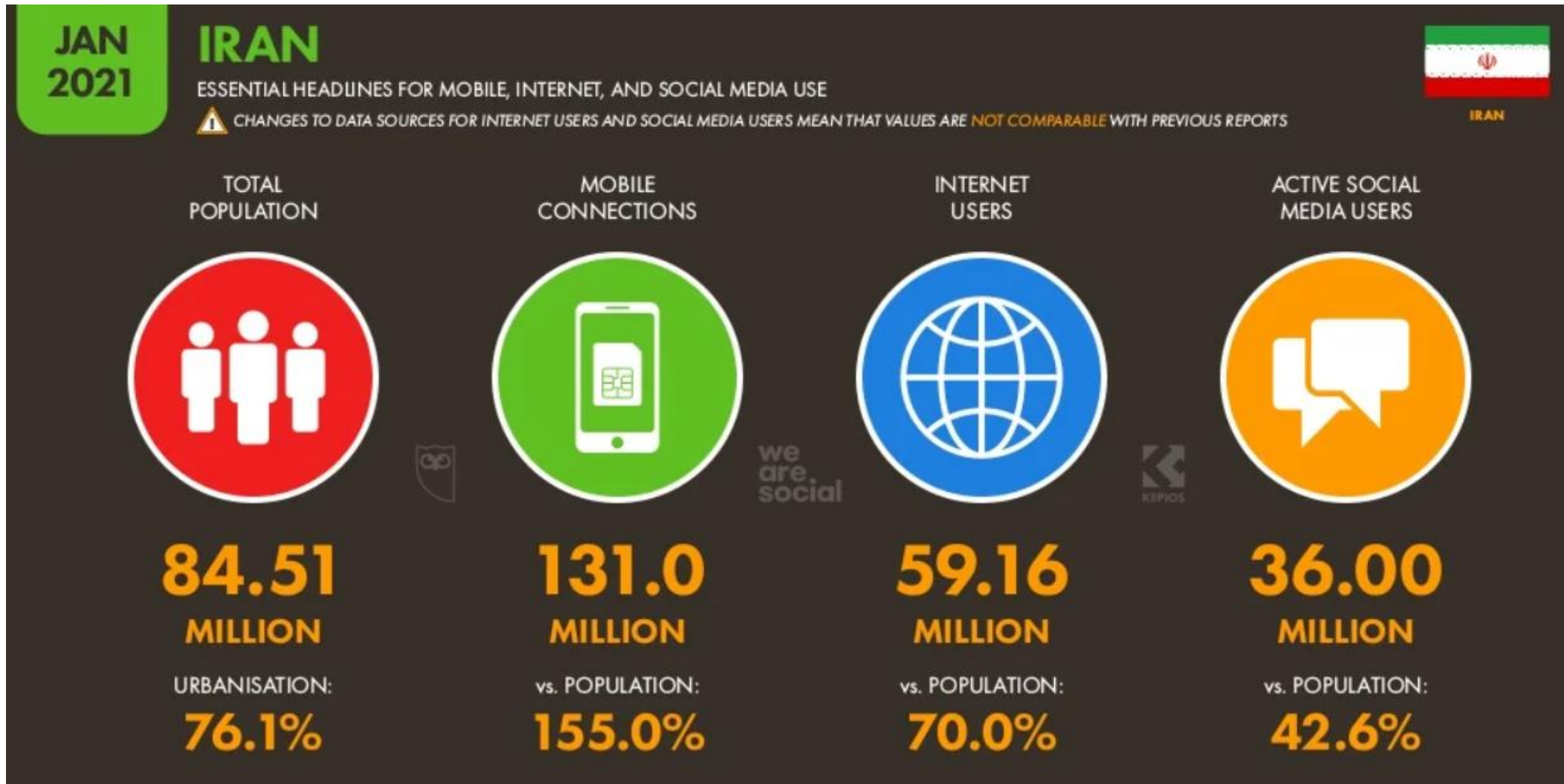


Shargh - Shargh is one of the most popular Reformists newspaper in Iran. It is considered the opposite of Kayhan newspaper.

- While most newspapers focus on news and political analyses, some are focused on sports, economics or entertainment.
- The significant ones are not more than a dozen, of which most are in Farsi language and four are in English.
- Hamshahri is the most read newspaper in the capital.

Digital Consumption

THE NUMBER OF INTERNET USERS IN IRAN INCREASED BY 1.3% BETWEEN 2020 AND 2021



Digital Consumption

GOOGLE ATTRACTS THE MOST TRAFFIC

JAN
2021

TOP WEBSITES BY TRAFFIC (ALEXA)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO ALEXA*

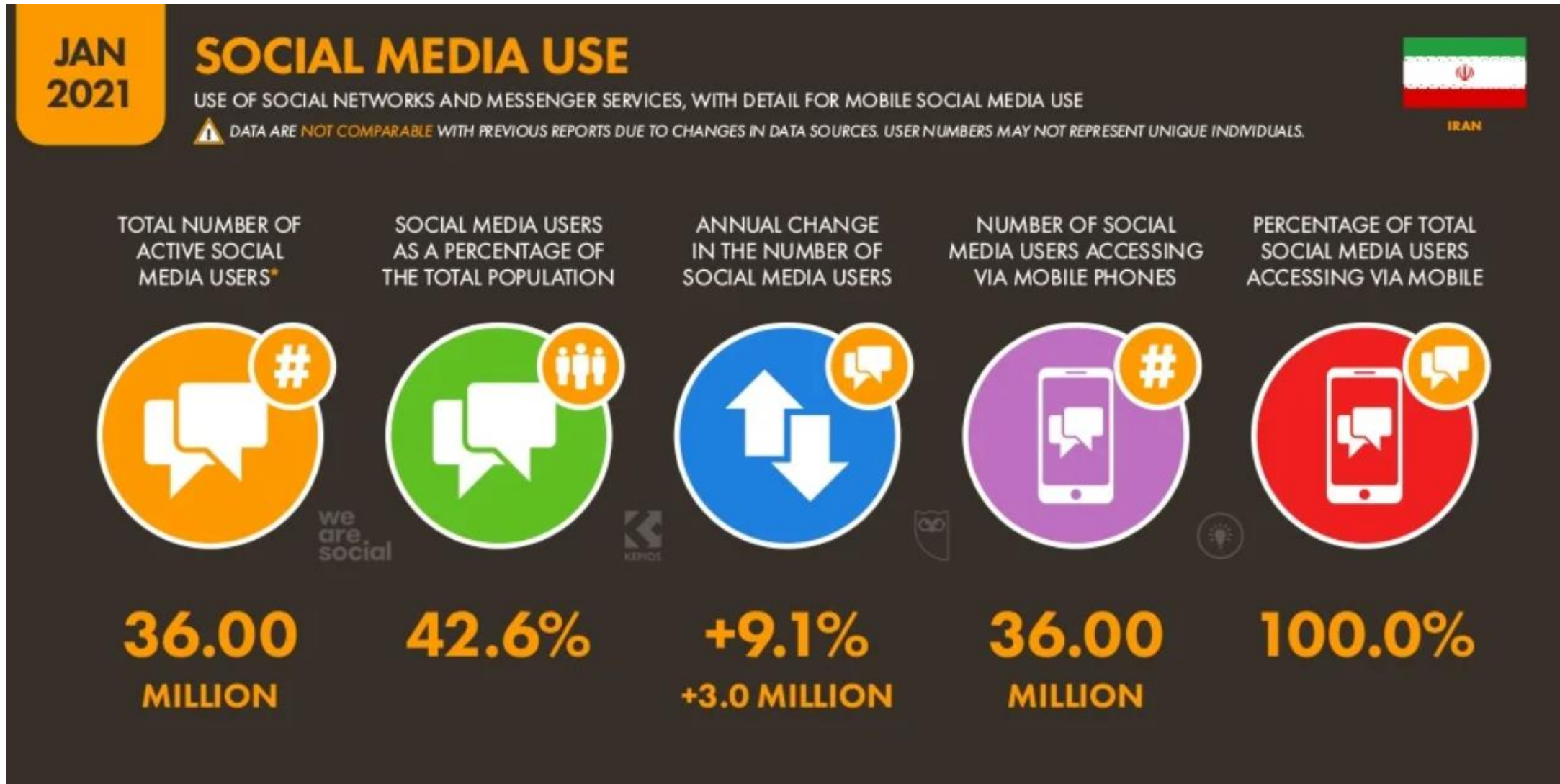


#	WEBSITE	TIME / DAY	PAGES / DAY
01	GOOGLE.COM	15M 41S	1702
02	APARAT.COM	7M 06S	5.22
03	DIGIKALA.COM	13M 54S	11.03
04	VARZESH3.COM	7M 31S	5.08
05	TELEWEBION.COM	4M 10S	3.74
06	SHAPARAK.IR	2M 16S	1.94
07	NAMNAK.COM	2M 29S	1.71
08	WIKIPEDIA.ORG	3M 48S	3.10
09	DIVAR.IR	11M 09S	10.60
10	TSETMC.COM	11M 27S	6.14

#	WEBSITE	TIME / DAY	PAGES / DAY
11	NAMASHA.COM	3M 50S	3.05
12	INSTAGRAM.COM	8M 50S	9.83
13	FILIMO.COM	12M 59S	6.62
14	YAHOO.COM	5M 08S	4.74
15	EMOFID.COM	6M 03S	4.36
16	BORNA.NEWS	1M 36S	1.45
17	NINISITE.COM	7M 18S	4.12
18	BEYTOOTE.COM	2M 14S	1.58
19	DONYA-E-EQTESAD.COM	2M 59S	2.23
20	TOROB.COM	3M 56S	4.42

Digital Consumption

THE NUMBER OF SOCIAL MEDIA USERS IN IRAN ARE 36 MILLION



Let's Discuss

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